

For The Skin—A New Form Of Vitamin C

(NAPSA)—For years we've been told about the importance of vitamin C for healthy skin. However, vitamin C, one of the most abundant antioxidants, is easily depleted when the skin is exposed to the sun, pollution or smoking. Therefore, maintaining levels of vitamin C and other antioxidants in your skin is vital for skin protection and as a shield against UV-induced free radicals, which have been tied to cancer and aging.

But not all forms of vitamin C are created equal. Now, a new form of vitamin C for use in skin care can provide the optimum antioxidant skin protection. Unlike conventional vitamin C forms, this stable form of vitamin C, called Stay-C® 50, maximizes the protective properties of vitamin C by retaining its effectiveness over time.

Stay-C 50, when coupled with vitamin E, can produce a powerful antioxidant combination, which can provide some of the following benefits:

- Reduction of UV-induced free radicals, slowing the aging process
- Slow down of aging by simulating collagen synthesis, which typically decelerates as we get older, causing skin to wrinkle
- Skin lightening to lessen the appearance of photo-damage and age spots.



There's more than one way to skincare, including a new form of vitamin C.

Experts suggest that consumers look for products with Stay-C 50 for better skin care and sun-care benefits. For the most effective anti-aging prevention and protection possible, use a daily protective moisturizer with the antioxidants vitamin C and E, as well as broad spectrum sunblockers like Parsol® 1789 and Parsol® MCX (UVA and UVB filters). Together they will not only protect against the harmful UV rays but will also guard against UV-induced free radicals, which cause premature aging of the skin.